

**REMARKS:**

In the outstanding Office Action, claims 1-20 were rejected. Claims 1 and 8-20 have been amended for clarification. New claims 21 and 22 have been added. Thus, claims 1-22 are pending and under consideration. No new matter has been added. The rejections are traversed below.

**REJECTION UNDER 35 U.S.C. §101:**

At item 2 of the outstanding Office Action, claims 1-10 and 13-15 were rejected under 35 U.S.C. §101 because the claimed invention is directed to non-statutory subject matter.

Independent claims 13-15 are amended herein to depend from independent claim 16, and independent claims 8-10 are also amended to depend from independent claim 12. Accordingly, the Applicants respectfully assert that dependent claims 8-10 and 13-15 depending from independent claims 12 and 16, respectively, are directed to statutory subject matter in compliance with §101.

The Examiner also rejected independent claim 1. Independent claim 1 is directed to a system a product information brokerage system that facilitates exchange of pertinent product and user information between users and manufacturers of the products owned by users, where the pertinent information is provided to the users and the manufactures "via the electronic network". The present invention provides the pertinent product/user information via "an electronic network" that is in the technological arts to facilitate exchange of information between users and manufactures, thus providing a useful, concrete, tangible result.

MPEP §2106 states that subject matter outside patentable statutory subject matter is limited to abstract ideas, laws of nature, and natural phenomena, where the claimed subject matter is not a *practical application or use* of an idea, a law of nature or a natural phenomena. Thus, a claim to an "abstract idea" is non-statutory when it does not represent a practical application of the idea. A claim is limited to a practical application when the method, as claimed, produces a concrete, tangible and useful result (see, MPEP §2106).

As recited in independent claim 1, the present invention includes "providing user information to manufacturers of products owned by users via the electronic network based on the user attribute information and user-owned product information" allows exchange of information between users and manufacturers of products owned by the users. Accordingly, a concrete, tangible and useful result is achieved. (see, State Street Bank & Trust Co. v. Signature Financial Group Inc., 47 U.S.P.Q.2d 1596 (Fed. Cir. 1998)).

It is respectfully submitted that independent claim 1 and dependent claims dependent therefrom satisfy the requirements of 35 USC §101. Moreover, amended claims 8-10 and 13-15 now depend from independent claims 12 and 16, which satisfy the requirements of 35 USC §101.

Thus, withdrawal of the rejection is requested.

**REJECTION UNDER 35 USC §103(a):**

At item 3 of the outstanding Office Action, claims 1-20 were rejected under 35 U.S.C. §103(a) as being unpatentable over 6,625,581 ('581) in view of 6,055,573 ('573).

'581 discusses collecting product related information and allowing consumers to use product descriptors associated with the products to search through the collected product related information for particular consumer product information.

'573 discusses delivering targeted advertisement to a consumer computer based on the consumer's offline purchase history.

The present invention directed to enabling exchange of information between users and manufacturers of products owned by the users.

The Examiner compares the '581 system for collecting product related information to allow a consumer to retrieve particular product information therefrom with the present invention. The '581 Internet-based product information database collects and stores product information, such as name of a manufacturer, universal product code (UPC) assigned to a product by the manufacturer; URLs specifying a location of information resources relating to the UPC-labeled consumer-product, for each commercially available consumer-product (see, column 4, lines 47-55 of '581). The registered or collected product information pertaining to any commercial product can then be accessed from the Internet by simply entering the registered product's product description into an Internet browser (see, column 6, lines 25-34 of '581). This means that the '581 system is limited to maintaining a product information database that a consumer uses to conduct a search for information related to a particular product (each time such information is needed) by entering the product description into the database (see, column 7, lines 7-11 of '581).

As recited in independent claims 1, 12, 16 and 20, the present invention includes providing users with "information related to products owned by the users". As also recited in independent claims 1, 11, 12, 16 and 20, the present invention provides "information about

users of the manufacturers' products to the manufacturers" ("user information to manufacturers of the products owned by the users" in claim 1). This enables users of products and manufacturers of the products to exchange pertinent information related to the users, the products and/or the manufacturers. This is unlike the '581 system that merely maintains a product information database using which a consumer searches for information related to a particular product. The '581 system does not teach or suggest, providing users with "information related to products owned by the users" and providing "information about users of the manufacturers' products to the manufacturers".

The Examiner acknowledges that the '581 system does not disclose a user information providing unit providing user information to manufacturers of the products owned by users based on the user attribute information and user-owned product information, and relies on '573 as providing the same. In '573, each customer is assigned a customer identification (CID) that identifies the particular consumer for collecting and storing purchase information of the customer (see, column 5, lines 44-47 and column 5, line 67 through column 6, line 4 of '573). The collected purchase information is classified into one or more purchase behavior classifications based on predefined purchase behavior criteria. Using the classifications, targeted advertisements are electronically delivered to consumers (see, column 10, lines 16-34 of '573). Thus, the '573 system does not teach or suggest, providing "information about users of the manufacturers' products to the manufacturers" ("user information to manufacturers of the products owned by the users" in claim 1), recited in each of independent claims 1, 11, 12, 16 and 20.

The combination of the '581 and '573 systems results in a system for collecting product related information allowing consumers to search for particular product information, and deliver targeted advertisement to a consumer computer based on the consumer's offline purchase history.

It is submitted that the independent claims are patentable over the combination of the '581 and '573.

For at least the above-mentioned reasons, claims depending from independent claims 1, 11, 12, 16 and 20 are patentably distinguishable over the combination of the '581 and '573. The dependent claims are also independently patentable. For example, as recited in claim 5, the product information brokerage system includes "a parts information storage unit for storing parts information linked to the product information" and "a parts information selection unit for selecting

parts information related to the user-owned products from the parts information stored in the parts information storage unit". The combination of the '581 and '573 systems do not teach or suggest "storing parts information linked to the product information" where parts information related to the user-owned products are selected from the stored parts information.

Therefore, withdrawal of the outstanding rejection is requested.

**NEW CLAIMS:**

New claim 21 is added to highlight a feature of the present invention including, "extracting, in response to incoming of log-in information from a user via said electronic network, user-owned product information of said user from said user information storage unit" and "displaying a list of user-owned products of said user via said electronic network based on said extracted user-owned product information in a form of a screen prompting said user to select a processing and a user-owned product to be processed", where processing directed to a manufacturer of the selected user-owned product is "based on user's selection of said processing and said user-owned product".

New claim 22 is added to emphasize that the product information brokerage of the present invention includes, "linking user information input while selecting a user-owned product to be processed with stored product information" and "providing the user with product information related to the user-owned product and providing a manufacturer of the user-owned product with user information based on the linkage". Accordingly, the present invention enables pertinent information of users and manufacturers of products owned by the users to be provided to the users and the manufacturers.

It is respectfully asserted that new claims 21 and 22 are patentably distinguishable over the cited references.

**CONCLUSION:**

In accordance with the foregoing, claims 1 and 8-20 have been amended. New claims 21 and 22 have been added. Thus, claims 1-22 are pending and under consideration.

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

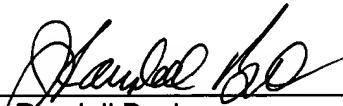
Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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